

**DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL**

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**FOR IMMEDIATE RELEASE**

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**HOLIDAY ALCOHOL ENFORCEMENT UNDERWAY****"ABC investigators are working through the Holidays to make sure retailers comply with the law"**

**Sacramento** – As law enforcement served non-alcoholic drinks to lunch patrons today in Old Sacramento as part of California's Drunk and Drugged Driving (3D) Prevention Month, the Department of Alcoholic Beverage Control (ABC) served up a Holiday message of its own to liquor licensees – "obey the law when selling and serving alcohol."

Acting Director Jerry R. Jolly said ABC is working through the Holidays to make sure alcohol retailers comply this Holiday season.

"ABC undercover enforcement teams are working every weekend to make sure licensees who sell alcohol do their part to make the Holiday celebrations safe by obeying the law," Jolly said. "Our efforts are designed to reduce tragic deaths and injuries during the Holidays."

During California's annual Drunk and Drugged Driving Prevention Month, ABC reminds its licensees that full enforcement is underway. "ID's must be carefully checked. Overly intoxicated persons should not be served. Minors who solicit alcohol must be told 'no'," Jolly said.

ABC and the California Restaurant Association team up with the California Highway Patrol and the Office of Traffic Safety during 3D Prevention Month in December and serve "COptails" – or non-alcoholic drinks – to restaurant goers throughout the state. As part of the 3D program, law enforcement attempts to educate the public about the overall dangers of impaired driving.

A report issued December 3, 2003 by the National Highway Traffic Safety Administration cited a lack of substantial improvement in the number of alcohol-related fatalities since the mid-1990s. In 2002 alone, there was an estimated 17,419 alcohol-related motor vehicle deaths.

ABC is a department of the Business, Transportation and Housing Agency, which is under the direction of Secretary Sunne Wright McPeak, a member of the Governor's Cabinet.